

COMMUNITY RELATIONS

PUBLIC USE OF SCHOOL FACILITIES

Advertising in the Schools

School facilities, staff, and school children shall not be used in any manner for advertising or otherwise promoting any commercial, political, or non-school agency, individual or organization in the schools.

Canvassing, soliciting of funds, or selling of products or services of any kind by any outside agency shall not be permitted on the school premises. School personnel may not participate, during school hours or on school grounds, in the solicitation of orders, the distribution of advertising materials, or the collection of charges, for any non-school related activities.

A commercial photographer who is taking school photographs on school premises for a school purpose may advise students, by means of a card, brochure, or other appropriate device, that copies may be purchased from the photographer.

The superintendent, or his designee, is hereby granted the authority to approve activities in cooperation with any individual or organization in promoting activities of general public interest which promote the education or other best interests of the students. Exhibitions in schools of any books, articles, apparatus, films, or other educational material shall be adjudged on the basis of their actual educational values.

In the case of colleges, universities, armed service agencies, corporations, business, and public service agencies, it is the policy of the Board of Education that access to schools shall be encouraged to bring career and occupational information to students. The superintendent shall ensure that such activities are carefully monitored to restrict any commercial advertisement.

Nothing in this policy shall be construed to limit the authority of the Board of Education under law to authorize the broadcast of high school games and other events by radio and TV stations even though the broadcast is commercially sponsored.

Update
Presentation: 1/17/01

First
Vote: 2/7/01

Second
Vote: 2/21/01